

A SALE TO UNLOAD THE Biggest Stock of New Seasonable Merchandise Ever SEEN IN RICHMOND

A SALE OF ALL NEW GOODS ALL OVER

The Big Store

NOT A LOOM END SALE BUT A MONEY SAVING SALE FOR EVERYBODY.

YOU all know we have a syndicate of stores that gives us buying facilities that other stores do not have. We can handle Big Lots of goods direct from the Mills and save our customers the middle man's profit. No one between to make additional cost to you. The man who makes the goods, sells direct to us, in this way reducing the cost of an article to a minimum; and then when we can find these Mills overstocked with countermanded goods from other merchants, we reap the harvest we are entitled to. Our prices in this sale will stand as an evidence of what our Big Store means to you.

THE Goods purchased for this sale were bought on the following conditions: One-half down, the other half before leaving the house. They will be sold that way. Nothing but CASH goes.



9 X 12 SIZE Brussels Rugs

largest room size, seamless and all-wool, regular \$17.50—retail price. All new, pretty, bright patterns. Our sale price for choice **\$8.98**

WHEN it comes to value giving in Rugs, Carpets, Matting and Linoleums, no other store matches ours with same qualities—a claim that is proved every day. Make all the comparisons you like.

Our remarkable offering of the above mentioned 9x12 seamless Brussels Rug, strictly all-wool fabric, at \$8.98, is the identical goods other stores ask \$17.50 for

We will sell during this sale our entire lot of 9x12 Smith's Axminster Rugs, in Oriental and Floral designs. All new patterns, at..... **\$15.75**

This Big Sale Where Your Dollars Will DO Double Duty, Begins Saturday, October 7.



OUR entire stock of New Suits and Overcoats for Men, Young Men and Boys will be slaughtered in this sale, just as if it was the close of the season and we wanted to close them out. Why not? They were bought at a slaughtering price, and we can afford to sell them that way. Nothing will be reserved in the Clothing stock; they all go at sale prices, the fine and medium as well as the low grades. Come and pick them out.



OUR BUYERS surely did go some when they got to the factory where they make Tailored Suits and Cloaks for Ladies and Misses. Cloaks for children, too. Separate Skirts for Ladies and Misses. Never in the history of our mercantile career have we seen more beautiful garments, and in such quantities piled up in our store. They bought only the very latest and best styles, and bought them for "Cash Down" at such low figures that anybody can afford to buy them. If you intend to buy anything in Ladies' Ready-to-wear Garments this season, you can't afford to miss this chance. Come before they are picked over.

BUY Your Winter Underwear at wholesale prices. Same price per piece as per dozen.

CHILDREN'S Heavy winter weight fleece-lined Vests and Pants, usual price 25 cents, sale price.....19c

CHILDREN'S AND MISSES' Ribbed Union Suits, in sizes from 2 to 12 years, regular 35-cent values. Our sale price.....33c

BOY'S heavy, fleece-lined Union Suits, in all sizes, the kind you pay 50 cents for everywhere. Our Sale Price.....42c

LADIES' Extra Good Ribbed Union Suits, in bleached and gray. Regular 50c values. Sale price.....44c

ONE LOT—about 100 dozen Ladies' Bleached Vests and Pants, winter weight. Regular 39c values. Our Sale Price.....33c

ONE LOT of Men's Sanitary fleece lined Vests and Pants. A regular 75c value. Sale price.....44c

ONE LOT of Men's Extra Heavy Gray Fleece lined Vests—our 50c sellers. Sale price.....39c



HERE is where we are strong on Bargains for you. We showed out one of the largest mills in the country, a big lot of Fine Hats and Caps. They are all new styles—the very latest. Don't fail to see them, and get the Low Prices we are naming.

A SALE of BED SHEETS, Blankets and Comforts at unusually low prices.

61x90 Bleached Sheets, full size, for small beds made of close woven firm sheeting cotton, with improved welded seams in center for added strength. Hand-ironed and pressed. Sale price.....47c

61x90 Bleached Sheets, full size, for double beds; made of superior quality linen finish cotton, free from dressing; 3-inch hem. Regular 79c value. Sale price.....58c

00 PAIR 10x4 Best Blankets, in gray, tan and white. Regular 89c values. Sale price.....49c

100 PAIR Elegant Wool-nap Blankets in gray, tan and white, with blue and pink borders, looks as nice and is as good as a \$5 all-wool blanket. Full size. Sale price.....\$1.79

25 PAIR of all-wool 11x4 Blankets, in white, gray and plaids, slightly soiled. Regular price \$5.00 \$6.00. Sale price for choice.....\$3.50

ONE LOT, full size Bed Comforts, about 85 in the lot. Regular \$1 value. Sale price for choice.....69c

ONE LOT of fine silk lined Comforts, ranging in price from \$1.50 to \$5.00, will be sold during this sale at about one-half former price. See them!

OUR Entire Stock of fine all-wool Blankets will be greatly reduced in price for this sale. If you expect to need Blankets this winter, now is the time to buy them.

WE don't want you to fail to see our tables of Muslin Underwear. There are some Big Bargains for you there. Don't miss them.

WE will sell 500 Black Mercerized Petticoats in this sale. They are beautifully ruffled and tucked, and range in price from \$1.25 to \$2.25. You can take your 89c pick for

WE have just received a lot—about 150 Black Silk Petticoats, worth up to \$5.00 each. Our sale price for choice.....\$2.89

BIG BARGAINS to be had in our Hosiery Department. The stock was never more complete, and the prices we are naming for this sale will be a record breaker for New Goods.



WE are Sole Agents for the American Lady Corset, and we have just received a big shipment of all the new styles. It is a shame to cut the price on them, but they will all be sold at greatly reduced prices for the

Big Opening Sale.

This Will Be a Sale That Will Bring Wonderful Savings On Seasonable Merchandise.

W. D. OLDHAM & CO.

For 25 Years Richmond's Biggest and Best Store

This Surely Will Be A Record Breaking Sale, As We Offer Nothing But New Goods and Styles.